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**the MERIT Memo**

Vol. 4 October 1993

Dear P. M. Salesforce,

As you read through this year-ending issue of the Merit memo, I think you'll agree: We've saved the best for last. New advertising, new packaging, new direct mail—this is probably one of the most exciting times for Merit in recent memory.

Of course, "new" doesn't just mean different. In our case, I believe it also means better. Here's why:

- 1) New packaging:** We've refined Merit packaging for a premium-quality look. All the better to maintain and improve our retail presence.
- 2) New advertising:** Focused & impactful, Merit advertising drives home a meaningful message to the growing number of smokers looking to get lower tar and still get satisfying taste.
- 3) New direct mail:** The same strong message communicated in our advertising debuts in our direct mail efforts with a year-ending volume pull.

Quite frankly, I believe the Merit brand is positioned for great success. We're looking forward to having you join us for a most exciting 1994.

Yours,  
*Norma Suter*  
Norma Suter  
Merit

P.S. Get a sneak peak at new Merit package design and advertising inside!

**What's NEW!**

read all about it

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